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on May 16, 2002  
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Pamala Stephenson

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Pamala Stephenson  
Signature

May 16, 2002  
Date

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JUL 18 2002

Technology Center 2100

Serial/Patent No.: 10/029,635

Client: NetROI

Filing/Issue Date: October 19, 2001

Title: PROCESS FOR OPTIMIZING THE EFFECTIVENESS OF A  
HYPERTEXT ELEMENT

BSTZ File No.: 5863.P001R

Date Mailed: May 16, 2002

Atty/Secty Initials: JAS/pjs

Docket Due Date: \*\*\*\*\*

The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

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| <input type="checkbox"/> Amendment/Response (____ pgs.)  | <input type="checkbox"/> Express Mail No.: _____                                     | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Appeal Brief (____ pgs.) (in triplicate)                              | <input type="checkbox"/> _____ Month(s) Extension of Time                            | Amt: _____                               |
| <input type="checkbox"/> Application - Utility (____ pgs., with cover and abstract)            | <input type="checkbox"/> Information Disclosure Statement & PTO-1449 (____ pgs.)     | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Application - Rule 1.53(b) Continuation (____ pgs.)                   | <input type="checkbox"/> Issue Fee Transmittal                                       | Amt: _____                               |
| <input type="checkbox"/> Application - Rule 1.53(b) Divisional (____ pgs.)                     | <input type="checkbox"/> Notice of Appeal  |  |
| <input type="checkbox"/> Application - Rule 1.53(b) CIP (____ pgs.)                            | <input type="checkbox"/> Petition for Extension of Time                              |  |
| <input type="checkbox"/> Application - Rule 1.53(d) CPA Transmittal (____ pgs.)                | <input type="checkbox"/> Petition for _____  |  |
| <input type="checkbox"/> Application - Design (____ pgs.)                                      | <input type="checkbox"/> Postcard  |  |
| <input type="checkbox"/> Application - PCT (____ pgs.)   | <input type="checkbox"/> Power of Attorney (____ pgs.)                               |  |
| <input type="checkbox"/> Application - Provisional (____ pgs.)                                 | <input type="checkbox"/> Preliminary Amendment (____ pgs.)                           |  |
| <input type="checkbox"/> Assignment and Cover Sheet  | <input type="checkbox"/> Reply Brief (____ pgs.)                                     |  |
| <input type="checkbox"/> Certificate of Mailing  | <input type="checkbox"/> Response to Notice of Missing Parts                         |  |
| <input type="checkbox"/> Declaration & POA (____ pgs.)   | <input type="checkbox"/> Small Entity Declaration for Indep. Inventor/Small Business |  |
| <input type="checkbox"/> Disclosure Docs & Orig & Copy of Inventor's Signed Letter (____ pgs.) | <input type="checkbox"/> Transmittal Letter, in duplicate                            |  |
| <input type="checkbox"/> Drawings: _____ # of sheets includes _____ figures                    | <input type="checkbox"/> Fee Transmittal, in duplicate                               |  |

☒ Other: A signed Consent of Assignee to Reissue and  
Statement of Ownership, and a copy of assignments

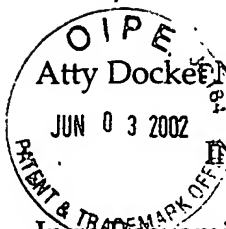
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EHT OTHER: \_\_\_\_\_



Atty Docket No.: 5863.P001R

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reexamination of:

George R. Garrick, et al.

Serial No.: 10/029,635

Filed October 19, 2001

For: PROCESS FOR OPTIMIZING THE  
EFFECTIVENESS OF A HYPERTEXT ELEMENT)

Reissue of Patent No.: 5,968,125

Issued: October 19, 1999

Box Reissue

Assistant Commissioner of Patents

Washington, D.C. 20231

Examiner: Unknown

Art Unit: 2145

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Technology Center 2100

Dear Sir:

Applicant is enclosing a copy of the Assignment records for the present application indicating that it was assigned to NetROI, Inc. The reel and frame numbers for this data are: 008378/0378, 00378/0948 and 008378/0035.

If there is a deficiency in fees, please charge our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP

Date:

5/16/02

Judith A. Szepesi

Reg. No. 39,393

12400 Wilshire Blvd, Seventh Floor  
Los Angeles, CA 90026-1026  
(408) 720-8300

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May 16, 2002

Pamala Stephenson

(Date of Deposit)

(Printed name)

(Signature)

(Date)

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Atty Docket No.: 005863.P001

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reexamination of:

George R. Garrick, et al.

Serial No.: 10/029,635

Patent No.: 5,968,125

Issued: October 19, 1999

For: PROCESS FOR OPTIMIZING THE  
EFFECTIVENESS OF A HYPERTEXT ELEMENT

Examiner: Unknown

Art Unit: Unknown

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Assistant Commissioner of Patents  
Washington, D.C. 20231

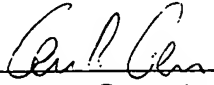
CONSENT OF ASSIGNEE TO REISSUE AND STATEMENT OF OWNERSHIP

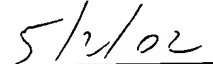
Dear Sir:

Applicant respectfully hereby provides a statement of ownership and a statement of consent of the assignee for the above referenced reissue application in compliance with MPEP §1410.01.

NetROI, LLC is the assignee of U.S. Patent Number 5,968,125, and consents to the filing of the reissue of the above referenced patent.

As President of NetROI, LLC, I am empowered to sign a submission establishing ownership interest in a patent for NetROI, LLC.

  
George R. Garrick

  
Date

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Atty Docket No.: 005863.P001

President, NetROI LLC

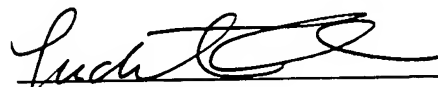
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If there is a deficiency in fees, please charge our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP

Date: 5/9/02

  
Judith A. Szepesi  
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Los Angeles, CA 90026-1026  
(408) 720-8300

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PT 506227

# THE UNITED STATES OF AMERICA

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UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

December 31, 2001

THIS IS TO CERTIFY THAT ANNEXED IS A TRUE COPY FROM THE  
ASSIGNMENT RECORDS OF ALL DOCUMENTS FOUND OF RECORD AS  
OF THE DATE OF THIS CERTIFICATION FOR:

APPLICATION NUMBER: 08/787,532

FILING DATE: January 21, 1997

PATENT NUMBER: 5,968,125

ISSUE DATE: October 19, 1999

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Technology Center 2100



By Authority of the  
COMMISSIONER OF PATENTS AND TRADEMARKS

*E. Bornett*  
E. BORNETT  
Certifying Officer

e/Frame # 008379/0035

JUN 03 2002

Reel : 008379 Frame : 0035 Mailroom Date : 01/21/1997

New App Fil Rcpt Date :  
03/11/1997

Assignments Date : 03/12/1997 Date Mailed : 04/29/1997

Date Recorded : 01/21/1997

Number of Pages : 2

Assignor	Exc Date	Assignee :	Return Address :
<u>WEAVER, SCOTT</u> <u>D.</u>	01/20/1997	<u>INTERSOFT, INC.</u> SUITE 200 106 WILMOT ROAD DEERFIELD ILLINOIS 60015	FITCH, EVEN, TABIN & FLANNERY JOHN S. PANIAGUAS 135 S. LASALLE STREET SUITE 900 CHICAGO, IL 60603

**Brief :**

ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

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# PALM INTRANET

Day : Monday  
Date : 12/31/2001  
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## Assignment Patent Number Information for 5968125

Total Assignments : 3

Serial Number : 08/787532

Patent Number : 5968125

Filing Date : 01/21/1997

Issue Date : 10/19/1999

Related Patent Numbers:

Title : PROCESS FOR OPTIMIZING THE EFFECTIVENESS OF A HYPERTEXT ELEMENT

Applicant(s) : GARRICK, GEORGE R. || WEAVER, SCOTT D.

Reel/Frame(s) : 008378/0901 || 008378/0948 || 008379/0035

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#1. Reel/Frame # 008378/0901

JUL 18 2002

Reel : 008378 Frame : 0901 Mailroom Date : 01/21/1997

New App Fil Rcpt Date : 03/11/1997  
Technology Center 2100

Assignments Date : 03/12/1997 Date Mailed : 04/29/1997

Date Recorded : 01/21/1997

Number of Pages : 2

Assignor  
GARRICK,  
GEORGE R.

Exc Date  
01/20/1997

Assignee :  
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SUITE 900  
CHICAGO, IL 60603

Brief :

ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

#2. Reel/Frame # 008378/0948

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Reel : 008378 Frame : 0948 Mailroom Date : 01/21/1997

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MAR 12 2003

Assignments Date : 03/12/1997 Date Mailed : 04/29/1997

OFFICE OF PETITIONS

Date Recorded : 01/21/1997

Number of Pages : 2

Assignor  
INTERSOFT  
CORPORATION

Exc Date  
01/20/1997

Assignee :  
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AVENUE  
CHICAGO ILLINOIS 60614

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FITCH, EVEN, RABIN &  
FLANNERY  
JOHN S. PANIAGUAS  
135 S. LASALLE STREET,  
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CHICAGO, ILLINOIS  
60603

Brief :

ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).